

ABSTRACT

Methods and apparatus for providing manned, e.g., live customer support to customers, e.g., people using the Internet to purchase goods and/or services are described. A person viewing a Web Site, e.g., a customer, is presented with a button which provides the opportunity to talk to a customer service representative. Upon activating the button, e.g., by clicking on it, the customer's computer or other Internet browser device sends a signal, e.g., a call request message, over the Internet indicating that the customer wants to talk with a service representative. The call request message includes the customer's telephone number and/or IP address. In response to the call request message, calling equipment is used to establish a customer service call between the customer and a customer service representative. The equipment can be owned by the telephone company thereby avoiding the need for E-business companies to make investments in telephone equipment. In addition, a customer service representative can be located either at the E-business site or remotely, e.g., at the customer service representative's private home or other site, with the representative being called by the conference equipment as required to service a customer. Voice over IP conference equipment may be used instead or in conjunction with telephone conference equipment where one or both of the customer and service representative have voice over IP capability.